



Build-a-Bear Workshop™ 1ST EVER FURRY FASHION SHOW - National

April 26, 2002

St. Louis, MO-April 26, 2002, Ever wonder, "What's a Bear to wear?" Build-A-Bear Workshop plans to answer that question with its first ever furry fashion show series at 12 noon, 2 and 4 PM on Saturday, April 27th and at 2 and 4 PM on Sunday, April 28th at its 76 stores throughout the country.

Guests are invited to join in the fun and participate in the shows by strolling down a paw-studded runway to originally scored music composed by Timmy Teppin. Furry friends, dressed in twenty different spring fashions strut their stuff in beach wear, camping gear, shorts, tiny T's and more. The bears and spring outfits will be donated to local charities after the shows.

Pawlette Coufur™, Fashion Advisor to the Furry Famous and the sassy spokesbunny exclusively at Build-A-Bear Workshop, says the event will be a show-stopper for anyone looking for the latest furbulous furry fashion trends. "Fashion is very much a part of the lifestyle of our furry friends! And for the hottest looks and the latest stylin' stuff for spring and summer don't miss our first ever Furry Fashion Shows!, says Pawlette. Each Guest attending the Furry Fashion Shows will receive a copy of the premiere issue of B. Furbulous -The Magazine Stuffed with Furry Fashion.

A web version of the fashion show may also be viewed at www.buildabear.com. Check the website and local stores for information on times and details on the Furry Fashion Shows.

The fashion shows are being held as part of Build-A-Bear Workshop Teddy Bear Centennial celebrations. From Olympic athletes who were showered with bears at the end of their competitions to children who were seen clutching their teddies in the face of untold sadness, bears remain an enduring symbol of kindness and caring.

To celebrate the Teddy Bear Centennial, Build-A-Bear Workshop is also expanding the lives of children through several literacy initiatives. Build-A-Bear Workshop has partnered with First Book, a national, not-for profit literacy organization, to put books into the hands of children who would otherwise not have one. They have created a special bear, Read, that will go on sale this summer. Through the partnership, Build-A-Bear Workshop has pledged one dollar of every purchase of their soon-to-be-released bear, Read Bear, to be donated to First Book. First Book's mission is to give children from low-income families the opportunity to read and own new books.

Build-A-Bear Workshop is also launching The Beariffic Bear Story writing contest where we are encouraging children to write a Teddy Bear Tale. Entrants will be asked to pick a time in the last 100 years of history (1902-2002) and tell a tale that includes a Beariffic Bear as a central character. The contest is planned for the back-to-school period.

To encourage and reward reading, Build-A-Bear Workshop is also launching the Bearemy Book Club where

it will provide children and parents with recommended reading. The site will not only encourage all children to read, but will also give them a voice in reviewing and recommending books to other children. Bearemy, the Build-A-Bear Workshop mascot, will host a page on www.buildabear.com where young readers and parents can submit reviews of recently read books. These reviews will be posted for other children and parents to read.

Build-A-Bear Workshop® is an interactive, entertainment retailer that invites Guests to create their own customized stuffed animals. The company is proud to be a part of the Teddy Bear Centennial™ celebrating 100 years of hugs. Build-A-Bear Workshop currently operates 75 stores nationwide and plans to have 100 stores by the end of 2002.